



ALIANZA

Los Angeles County Latino Caucus on HIV/AIDS
12th Latino HIV/AIDS Conference 2007
“Zero HIV Transmission and 100% Access to Care”

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Show*

April 12, 2008

To: FCC

RE: KVEA-52 Community Support—MB Docket No. 04-233

Dear FCC:

Alianza, the Los Angeles County Latino Caucus on HIV/AIDS, has had a long-standing relationship with Telemundo and its local station KVEA-52. Victor Franco, Vice President of Community Affairs and Media Relations at NBC Universal-KVEA—and his very dedicated staff—have been more than supporters. They have become a key partner in our efforts to educate the Spanish-speaking community in Los Angeles area about the risks of HIV infection and the life-saving treatments available for those in need of medical care. Below please find some specific examples highlighting KVEA-52's support of Alianza:

- KVEA-52 has been one of our top financial contributors for the past two conferences including \$20,000 in total cash, plus in-kind contributions.
- Victor Franco is a distinguished member of our Alianza Conference Honorary Committee. Telemundo and KVEA 52's participation has provided our all-volunteer organization with increased visibility. The endorsement of our efforts has helped in approaching private foundations, corporations and elected officials.
- For the past three conferences (and even earlier), KVEA 52 has broadcasted PSAs informing the community about HIV/AIDS prevention and where they can turn for more information and help.
- KVEA has been very generous with its reporter celebrities, such as Antonio Mineros, Lucia Navarro and Azucena Gomez, who are well-known and respected by the local Spanish-speaking community. Many of them have played crucial roles, such as event Master/Mistress of Ceremonies and in promoting our events.
- KVEA produced the 2005 conference video and provided technical assistance for the 2007 conference.

We are very much looking forward to continuing our valuable partnership with KVEA 52. Should you have any questions regarding KVEA's community contributions to Alianza, please do not hesitate to contact Patricia Osorio at 323-804-3604.

Sincerely yours,

www.Alianzala.net

Alianza c/o Bienestar, 5326 E. Beverly Blvd., Los Angeles, CA Los Angeles, CA 90022

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Board Co-Chair

Patricia Osorio
Board Co-Chair

Roland Palencia
Fundraising Committee Co-Chair
(213) 276-3918

Cesar Portillo
Fundraising Committee Co-Chair
(213) 291-1854

Conference Planning Agencies

AFABI A.C. (Tijuana), AIDS Healthcare Foundation, AIDS Project Los Angeles,
AIDS Services Center, AltaMed Health Services Corporation, Bienestar Human Services,
Clinica Msr. Oscar A. Romero, East Los Angeles Women's Center, JWCH Institute Inc.,
Planned Parenthood Los Angeles, LA County, DHS STD Program,
Office of AIDS Programs and Policy, Old Timers Foundation, Spectrum,
Tarzana Treatment Center, The Wall Las Memorias, UCLA Pacific Education and Training Center,
Watts Health Foundation, Valley Community Clinic

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